

**www.getstartednow
andtakeoff.at**



The .at-box increases your success on the internet.

The Domain Booster is the essential tool for intelligent domain strategy: This box gives you a total of 21 tips & tricks at your fingertips, ensuring measurable effect with little effort. So make the right decision, and reap the benefits!

**www.hyphenorno hyphen
arebothfine.at**



Compound words and slogans are easier to read if they include hyphens - which is why they are popular.

A domain name containing individual words is easier to understand at a glance. Users often intuitively type hyphens into their searches. Make life easier for your visitors: Use a hyphen!

**www.umlautsarereally
noproblem.at**



For ue and ü, ae and ä, oe and ö, the following holds true: Secure both variants!

Are you still "rewriting"? Make sure you have the umlaut variant as well! And not only to be found more easily: You also avoid anyone else registering the same term as a domain and any resulting mix-ups.

**www.isitdonutor
doughnut.at**



Many terms have multiple spellings - make sure you have them all!

Old or new spelling rules, "Denglish" or even dialect: Look at it from the consumer's perspective and register alternate spellings or pronunciations of your domain. Get help from dictionaries and online tools such as the .at-Domainfinder on www.nic.at!

**www.whenitneedstobe
reallyreliablethen.at**



The .at extension stands for Made in Austria, and therefore guarantees trust and security.

Studies prove it: With .at you benefit from over 97 % brand awareness in Austria, and positive values such as connectedness, image and respectability. If a list of results is displayed, the majority of users choose the domain with the relevant company name and the .at ending. Also for non-Austrians: .at is part of every German-language domain portfolio.

www.e-mailforyouon.at



Your domain is the basis for your website and for a professional e-mail address.

You have a great domain for your website but you don't promote yourself with your e-mail address, and use a free webmail provider instead? That's a pity – and looks unprofessional. Make sure your domain package includes e-mail addresses!

www.registerfirst
[startuplater.at](http://www.startuplater.at)



From brainwave to domain: Be sure to snap up your internet presence first!

Whether business idea, campaign or new product: It's only half way there without the right domain. So, register the domain name as soon as you get the idea! Then you can proceed to having the business cards, brochures and advertising materials printed ...

www.domainsneed
[managerstoo.at](http://www.managerstoo.at)



Your domains are precious – but who looks after them?

The more domains you have, the more important clear responsibilities become. Choose a domain manager! He or she stays on top of things, manages your domain portfolio, observes the market and is both the internal and the external contact person.

www.imlovingit
[justdoit.at](http://www.justdoit.at)



Use your web address as an advertising message – it doesn't get any simpler or cheaper!

A slogan or claim as a domain? Yes, of course! With a bit of luck, it will be the talk of the town. Slogans as domains are easy to remember and visitor numbers are easy to measure: a lot of advertising impact for a modest investment!

www.fromeyecatcher
[toearworm.at](http://www.toearworm.at)



Your domain is multimedial and should be easy to read, hear, type and say.

Something that is easy on the eye in print may be annoying when it comes to being spelt on the phone. So, register your domain name in all its variants (e.g. hyphen, numbers, abbreviations) and use best version for the medium you're using.

**www.notyourusual
9to5.at**



You don't have to be an accountant to crunch numbers!

Numbers can add informative value to your domain: locations with their zip codes? Events with the relevant year? From telephone numbers to figures of speech, to vanity domains for easy entry on mobile phones: Numbers will do the trick!

**www.askingquestions
isfree.at**



Interesting domain names are also available on the open market – perhaps the exact domain name you have been hoping for?

Don't throw in the towel quite yet if your choice of name has already been registered. Often dealers can provide domains, or you can try to contact the domain holder directly yourself. Asking may pay off – your registrar knows how it's done.

**www.youshallnotcovet
thyneighboursdomain.at**



Protected names and trademarks are taboo – except if you own them.

As in real life, trademark law applies to domain names. Make sure that you do not infringe any third party rights: Do your research online, in the trademark or patent register. In case of doubt, obtain a legal opinion!

**www.payattentiontothe
trademarkandyour
copyright.at**



Protect your name: better to register now than resort to legal action later.

Whether company name, trademark, product or location designations: Whatever you consider worthy of protection should be registered as a domain. Legal proceedings will also get you results – but considering this aspect at the beginning could save time, money and nervous energy.

**www.firstcome
firstserved.at**



First come first served is how things work when it comes to domains.

Get creative when the desired domain is not available! Alternatives are singular/plural, alternate spellings, synonyms or variants with prefixes or numbers. One- and two-character domains, hyphen domains and umlauts are also good alternatives. And there are many options available at .co.at and .or.at!

**www.whateveryou do
dondroptheball.at**



New domain opportunities arise every day: Those who keep an eye out for them stand to benefit!

What was taken today could be free again tomorrow. New top-level domains bring new opportunities. Analyze your domain portfolio regularly and adapt it to your business on an ongoing basis! Not only does your business model evolve, but so does the domain market. Monitor trends and current keywords!

**www.saywhatyou
standfor.at**



Use your domains to describe who you are and what you do: That's exactly what people look for!

Company and product names are the foundation of your domain portfolio – but they are by no means everything. Use content-relevant terms that stand for your business, your company, your product or your values: This will ensure that you will be found!

**www.typosare
nobigdael.at**



Don't give typo squatters a chance – make sure you register typo domains, too.

Just one wrong character, or one too few or too many – and users can end up on a completely different page. Avoid this by registering typo variants of your domains. Online typo tools help. But hands off the typos of protected trademarks!

**www.evenserch engines
feelattractedby.at**



Everyone wants to get to the very top of search results – with .at domains you are well on your way to achieving this.

Because search engines consider regionality an important parameter. And they know perfectly well how established and reliable the country code .at is. These are factors that ensure .at puts you in pole position in the ranking.

**www.thinkingtwice
beforeidothat.at**



If you drop a domain, it can be taken by anyone.

A cancelled domain is free to be newly assigned – to anyone! So, your ex domain may end up in the hands of your competitors, on an advertising platform, or as a porn page. All services such as e-mail or FTP are also lost once a domain is cancelled.

**www.itsallgreek
tome.at**



.at domains speak many languages – including the language of your customers!

Have you ever considered having your domain or your services translated into other languages? Or to register locations or names in the local language? .at makes it possible: with 34 special characters from ä to ž.

**www.keepitshort
andsweet.at**



The shorter your domain name, the more user-friendly it becomes for mobile visitors.

Make it easy for tablet and smart phone users to reach your page on the road: with short, compelling domain names or abbreviations and character strings that are easy to type on a touch screen and on mini keyboards.

www.alwaysuptodate.at



Always one click ahead: News about .at

Sign up for the newsletter at www.nic.at and access practical tips, promotions, product news, information from the domain world, and competitions. Or follow us on Facebook and LinkedIn. And there are regular exciting articles on our website blog.

**www.domain-parking-
without-parking-fee.at**



Secure your domain even without a provider!

You would like to register your desired domain as soon as possible, but have not yet found the right partner provider for your grand entrance? No problem: With nic.at's DNS parking service, you can register your .at domain directly at www.nic.at and make sure that nobody snatches it away.

**www.therecanonly
beone.at**



First come, first served – Every domain is unique!

A domain is unique and therefore very valuable, because each one is only available once. Please note: Even though Internet addresses are virtual, they have a real value and can increase significantly in value over time. Therefore, protect your domain(s) and think carefully before parting with it.